

January 18, 2012

To: Executive Board

Subject: **Transit Store Quarterly Report**

### Recommendation

Receive and file the Transit Store Quarterly Report.

### Analysis

**Pass Sales** (Attachments A & B): Sales for the second quarter of FY 12 totaled \$1,525,309 and represents a slight decrease of less than one percent from the \$1,531,092 in sales during the second quarter of FY 11. Attachment A provides a graphic representation of the three month sales figures by *Store*. Attachment B provides a graphic representation of the three-month sales figures by product.

Sales by Store				
STORE LOCATION	OCTOBER	NOVEMBER	DECEMBER	SECOND QTR TOTAL
West Covina	\$99,199	\$92,261	\$81,059	\$272,519
Puente Hills	\$122,069	\$107,753	\$97,597	\$327,419
Claremont	\$58,143	\$55,653	\$45,775	\$159,571
Pomona	\$101,756	\$96,499	\$85,033	\$283,288
El Monte	\$145,449	\$147,929	\$128,994	\$422,372
WebSales TAP Service Ctr.	\$22,942	\$20,565	\$16,633	\$60,140
<b>Total</b>	<b>\$549,558</b>	<b>\$520,660</b>	<b>\$455,091</b>	<b>\$1,525,309</b>

**Phone Activity** (Attachments C & D): During the second quarter of FY 2012 a total of 77,479 phone calls came through the 800 customer service line. Customer Service Representatives (CSRs) answered 69,996 phone calls with an average hold time of 31 seconds. The average handling time of a call was one minute and 43 seconds. This represents 90 percent of calls answered during the period, matching the same period in FY 2011.

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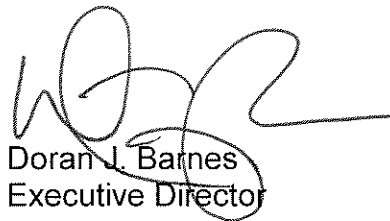
MONTH	PERCENT ANSWERED	CALLS RECEIVED	CALLS ANSWERED	AVG. HOLD TIME	AVG. HANDLING TIME
OCT FY 12	85%	27,089	22,987	:43	1:50
NOV FY 12	93%	24,349	22,661	:24	1:39
DEC FY 12	93%	26,041	24,348	:26	1:41
2 <sup>nd</sup> Qtr Total	90%	77,479	69,996	:31	1:43

**Walk-in Traffic** (Attachment E) Walk-in traffic recorded for all *Stores* this quarter totaled 164,591 an increase of approximately 10 percent when compared to the same period in FY 2011, which totaled 149,048. The increase can be attributed to the El Monte *Store* being closed during the same period last year in FY 2011.

Sincerely,



Araceli López  
Transit Store Operations Manager

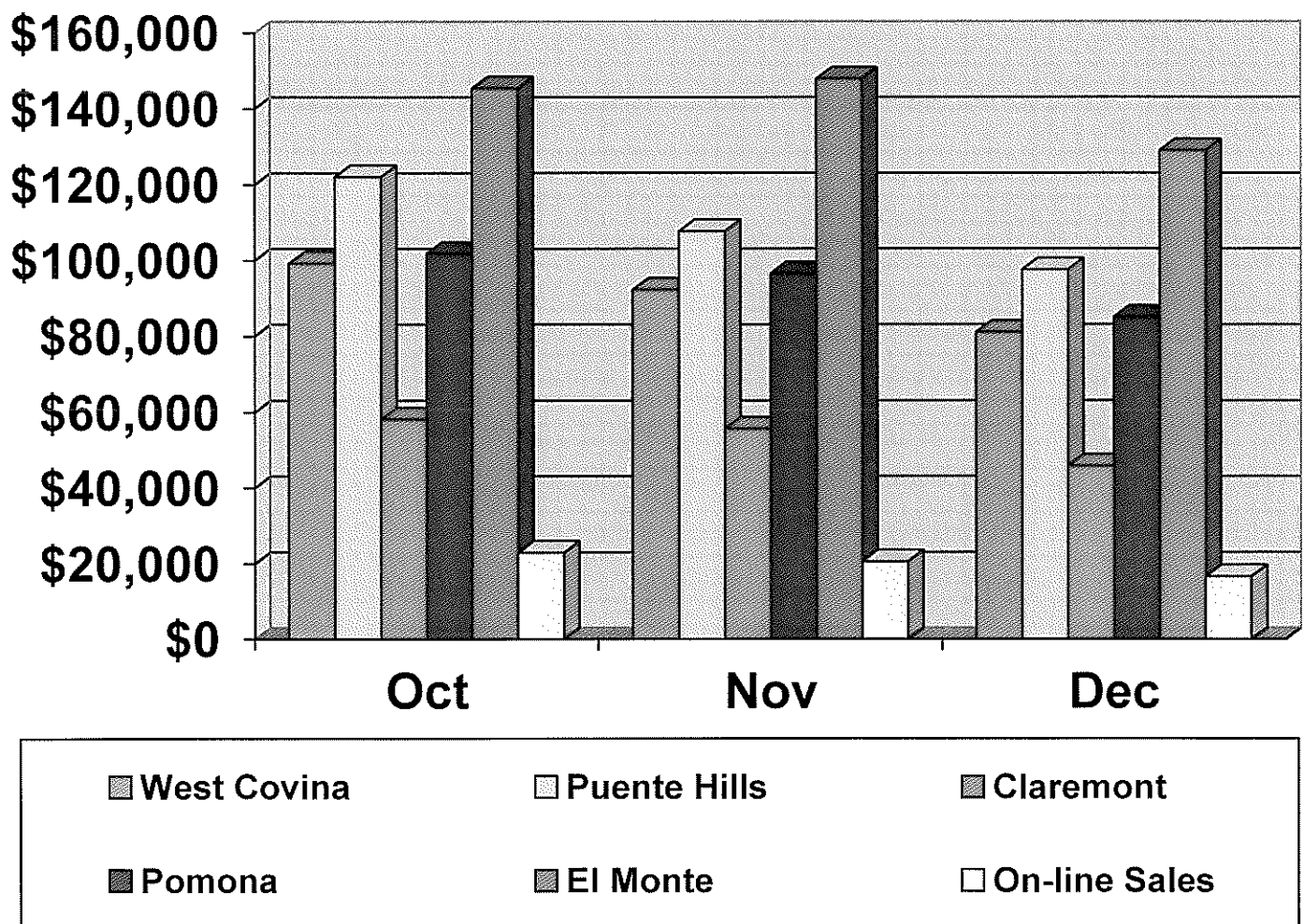


Doran J. Barnes  
Executive Director

Attachment

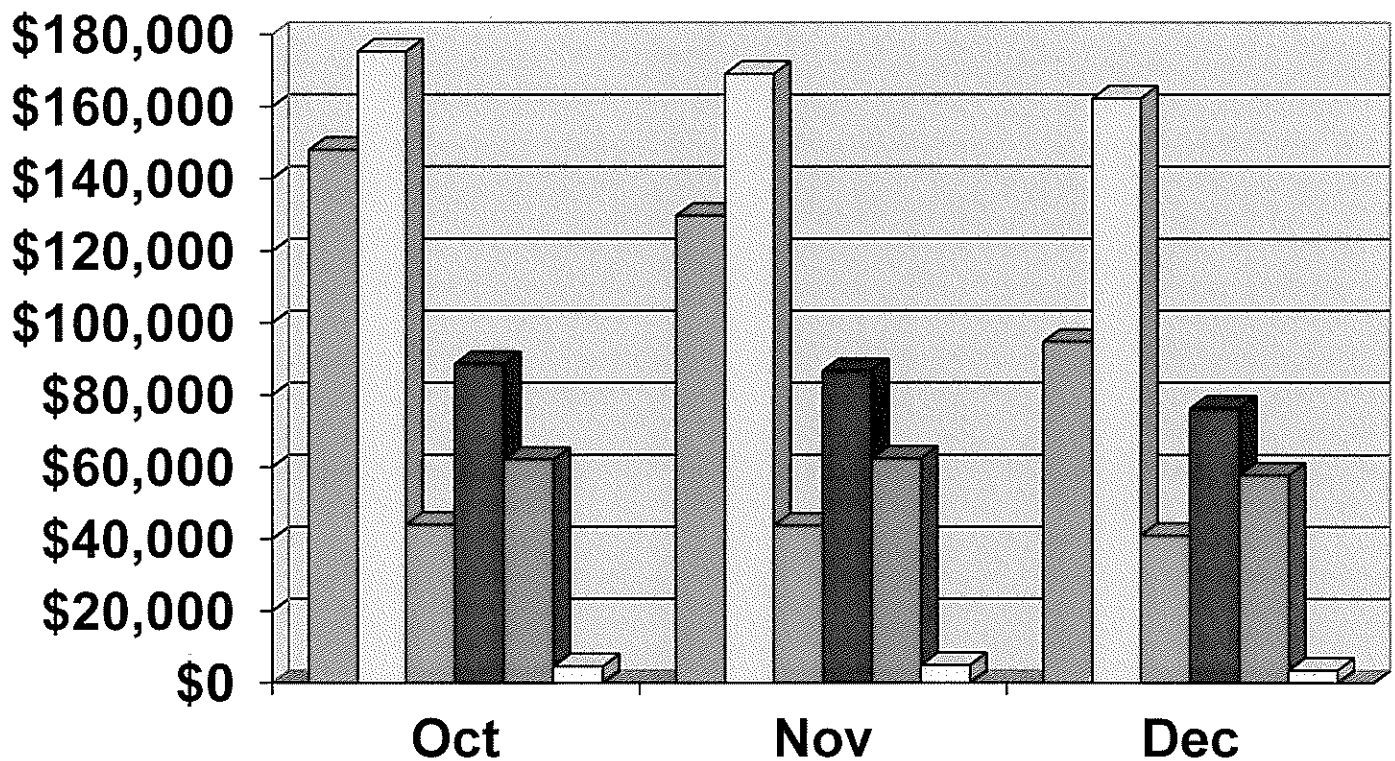
## Attachment A

### Transit Store Quarterly Report FY 12 Sales Trend by Store



## Attachment B

### Transit Store Quarterly Report FY 12 Sales Trends by Product

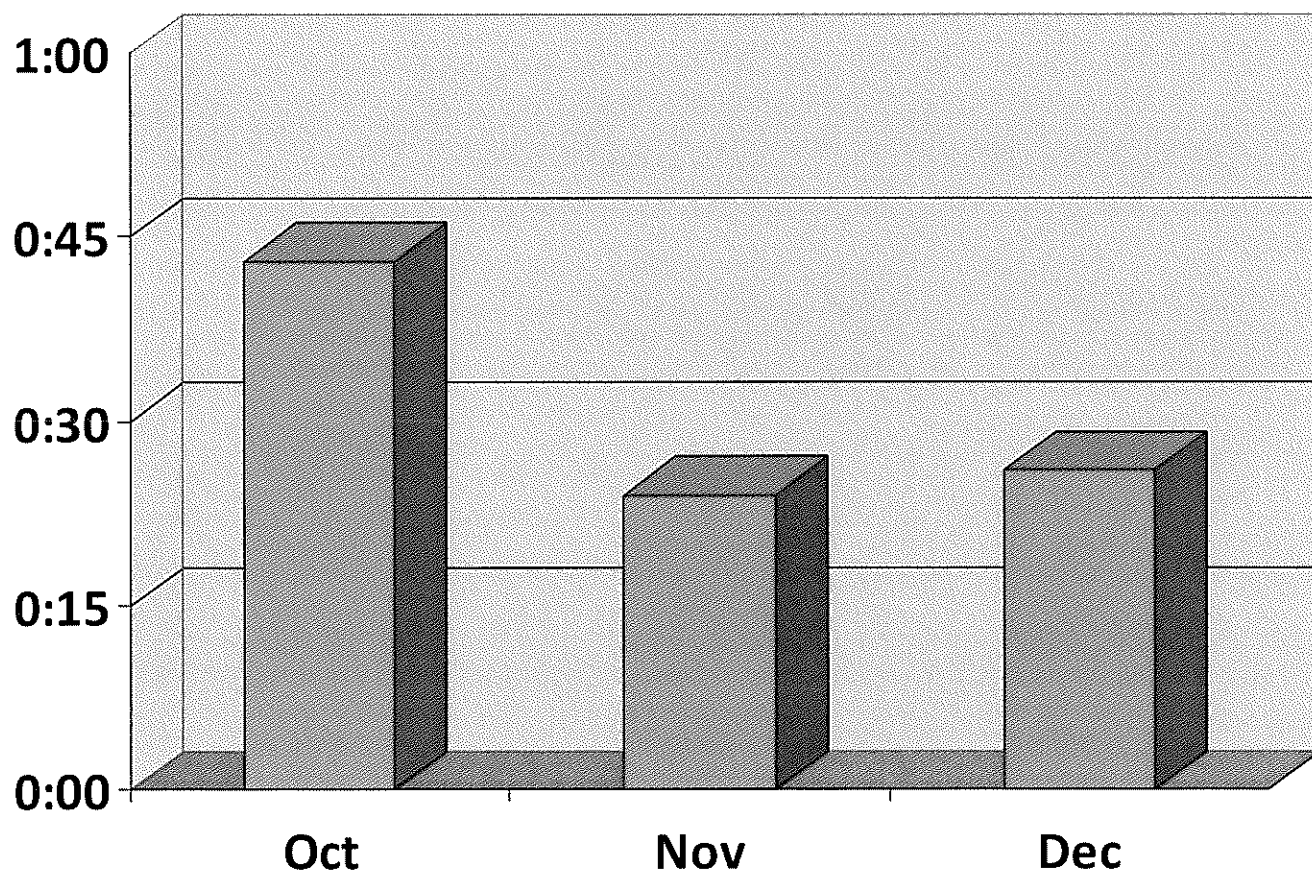


Foothill Transit
  Cash Purse
  MTA
  EZ Pass
  Metrolink
  Omnitrans



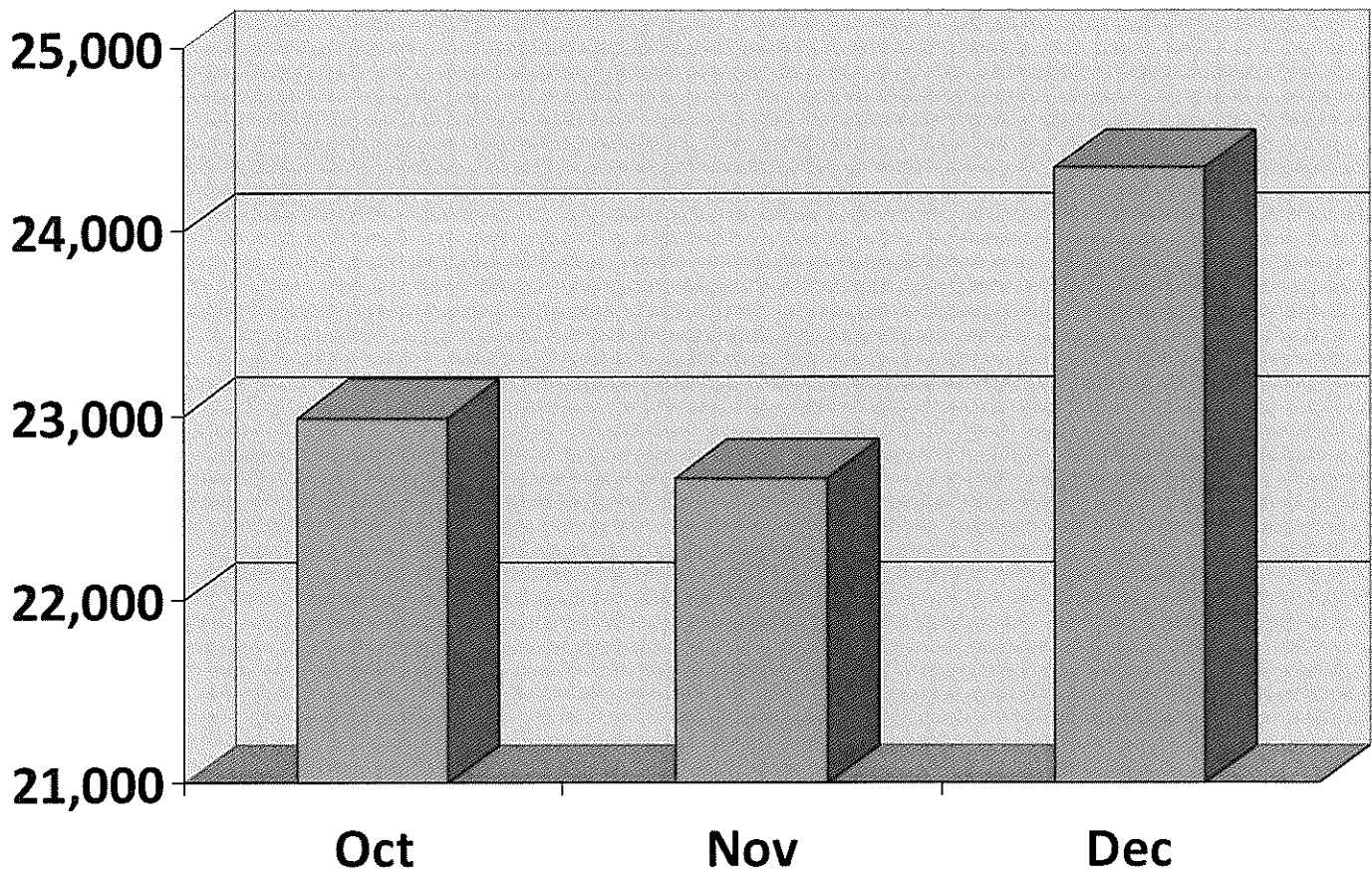
## Attachment C

### Transit Store Quarterly Report FY 12 Average Hold Time



**Attachment D**

**Transit Store Quarterly Report FY 12  
Total Calls Answered**





## Attachment E

### Transit Store Quarterly Report FY 12 Total Walk-in Traffic

